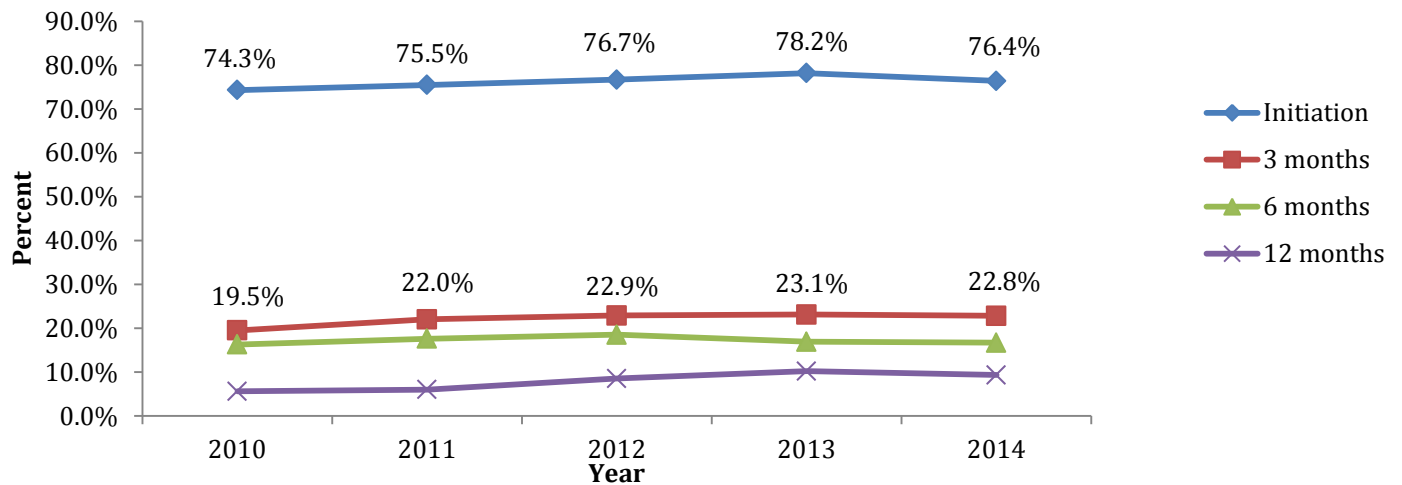
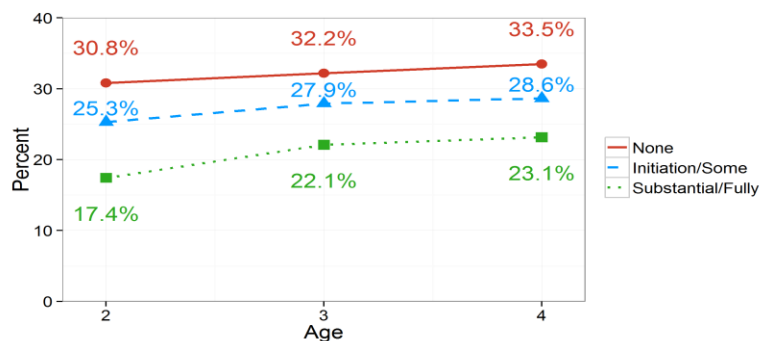


WIC Breastfeeding Data Snapshot

Montana WIC 2010-2014 Participants Breastfeeding Rates



Overweight and Obesity Rates by Breastfeeding
Montana WIC 2011-2015



Breastfeeding Rates in Medium Size Clinics

	Peer Counselor	No Peer Counselor	Difference
Initiation	79.1% (5,244)	59.1% (4,121)	20%
3 months (fully)	22.5% (4,608)	13.8% (3,805)	8.7%
6 months (fully)	17.5% (4,839)	11.4% (3,930)	6.1%
12 months (fully)	8.3% (4,779)	5.2% (3,884)	3.1%

MONTANA WIC BY NUMBERS

- The Montana WIC Program has provided services since 1974
- Contract with: 29 local agencies which operate 85 clinic sites (including all tribal reservations)
- Montana WIC served a total of **38,990** participants in FFY16:
Pregnant: 5383 (14%)
Breastfeeding: 4081 (10%)
Non-breastfeeding: 3786 (10%)
Infants: 9848 (25%)
Children: 15,892 (41%)
Average: 18,295/mo.
- Budget: \$16 million including about \$10 million to pay for WIC foods purchased in Montana
- Average cost of food package per participant per month was \$39 in FFY2016
- Breastfeeding Peer Counselor Services are provided at 12 local agencies
- Farmer's Market Program is offered at 8 local agencies

SPECIFIC PROGRAM / ACTIVITY FACTS

What WIC Does...

- WIC provides nutrition and breastfeeding services to low-income infants, children up to age 5, women who are pregnant, and women who are post-partum up to 6 months or breastfeeding up to 12 months after their infant is born.
- Eligibility:
 - Income: $\leq 185\%$ Poverty Level, or
 - Medicaid, SNAP or TANF Participation
 - Free/Reduced School lunch
 - FDPIR
 - Tribal membership (household)- see WIC policy for criteria
 - Identification
 - Proof of Montana residence
 - Categorical (pregnant, post-partum, infant or child up to 5 years)

Provides:

- Food Package: WIC Provides a nutritious, individualized food package to supplement the diet of our participants
- Education: Quarterly nutrition and breastfeeding education is provided to all participants based on health assessment and individual need
- Referrals for health and social services
- Breast pumps based on need

WIC Work Group

- Collaborative group of State and Local representatives started in October 2016
- Meet quarterly to work on quality improvement projects

Electronic Benefit Transfer (EBT) or eWIC!

- Moving from checks to a card system for use at the store
- Planned for mid-2017
- Will allow for easier shopping experience
- Food package will be more flexible with eWIC!

